

OCIO Update

John Owens

Chief Information Officer

October 31, 2017

UNITED STATES
PATENT AND TRADEMARK OFFICE



Trademark IT Update to TPAC

Robert Harris

Acting TMNG Portfolio Manager

October 31, 2017

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Trademark Information Technology

Accomplishments

❖ Trademark Next Generation (TMNG)

- Planned and started integration of CKEditor into TMNG Examination. CKEditor is the commercial off-the-shelf (COTS) word processing product replacing the TMNG custom editor.
- Continued migration of registered marks (6.1+ million from January 1970 to September 2017) and TTAB documents (0.8+ million documents from January 1970 to September 2017) into TMNG.
- Enhanced creation of Registration Certificates and Updated Registration Certificates in .pdf for eOG.
- Deployed a new maintenance tab for registered marks in TSDR. The tab displays the due date for the next required maintenance filing.
- TMNG ID Manual (IDM) became the sole ID manual for both internal and external customers in January 2017 with the update of entries required for the 11th Edition of the Nice Agreement.

Status of TMNG Path Forward

- ❖ A joint OCIO, Under Secretary, and Trademarks team was created in April 2017
- ❖ Team objectives were defined and met to:
 - ✓ Evaluate replacing custom editor tool with MS Word or another COTS product
 - ✓ Define TMNG-Examination Critical Success Factors (CSFs)
 - ✓ Map work items (user stories and defects) to the CSFs, and create/clarify user stories
 - ✓ Schedule work items into future sprints
 - ✓ Define testing expectations
 - ✓ Create a detailed schedule for completing development of TMNG Examination; accepting the product; and deploying to full production to an expanded user group

TMNG Examination Critical Success Factors

Critical Success Factor	Status
<p>All office actions and briefs are sent either (1) electronically (508 compliant) or (2) on paper via a print queue to the correct customer address and/or appropriate business unit (e.g., TTAB or Madrid).</p>	<ul style="list-style-type: none"> • All known routing business rules have been documented, developed, and deployed. • 508 defects are being addressed. • Acceptance is anticipated in Q1FY18.
<p>All office actions must be displayed identically in TSDR (i.e., what external applicant sees) and TMNG (i.e., what examining attorney sees).</p>	<ul style="list-style-type: none"> • Corrections to remaining 66(a) transactions are in process; to be deployed and accepted in Q1FY18.
<p>Dockets are complete and correct. Dockets include: Amended, New Case, Statement of Use, Potential Abandonment, TTAB/Jurisdiction, Suspension Check, Corrections, and Print.</p>	<ul style="list-style-type: none"> • Docket business rules continue to be documented, developed and deployed. • User testing and analysis continues as business rules that are less frequently used may arise and need to be addressed. • Acceptance is anticipated in Q1FY18.
<p>TMNG must maintain data integrity.</p>	<ul style="list-style-type: none"> • Regular monitoring of the number of locked cases is in progress.
<p>System performance must be equal to, or greater than, current FAST-1 and X-Search systems.</p>	<ul style="list-style-type: none"> • System performance test results are available and are acceptable. Discussions continue around system stability/availability.
<p>Examination capability exists to research and prepare a properly formatted office action with supporting evidence.</p>	<ul style="list-style-type: none"> • Web Capture and Form Paragraph enhancements are in progress; acceptance anticipated in Q1FY18. • CKEditor development and integration is in progress; incremental deployment and acceptance is anticipated through Q3FY18.

Upcoming Work

❖ TMNG

- Upgrade CKEditor for TMNG eOG and IDM: Q1FY18
- Complete TMNG Examination development: Q2FY18
- Complete TMNG Examination deployment: Q3FY18
- Accept TMNG Examination and rollout to an expanded user group: Q4FY18
- Rollout TMNG Examination to all Law Offices: Q2FY19
- Develop and deploy eFile capabilities – FY18/FY19

❖ Trademark Production Systems

- Madrid: Address the deficiencies in the current system that affect legal rights: Incremental through FY18
- TEAS: Develop and implement mandatory electronic filing: Q4FY18/Q1FY19
- TTAB: Enhance TTABIS/ESTTA to implement upcoming enhancements to be identified by internal and external users through customer feedback: Incremental through FY18

MyUSPTO update to TPAC

MyUSPTO Team

October 31, 2017

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Looking back

October 31, 2017

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Spotlight: TM Docket widget

The image displays two views of the 'TRADEMARK DOCKET' widget. The left view shows a table of 31 items for the 'Anderson Inc' collection. The right view shows a detailed view of a specific trademark entry, including its registration details and status.

Mark literal	Serial #	Status date	Class	Filing date	Docket #	Status
DISNEY MOANA	86453658	October 20, 2017	IC 009-pre-recorded optical and magne	November 13, 2014		A Statement of Use has been forwarded to the examining attorney for exam
DISNEY MOANA	86453776 Reg: 5311712	October 17, 2017	IC 041-Presentation, distribution, an	November 13, 2014 Reg: October 17, 2017		Registered. The registration date is used to determine when post-registrat
I AM MOANA	87417902	October 3, 2017	IC 004-Candles; Melt tarts, namel	April 19, 2017		Abandoned after publication because applicant filed an express abandonm
SHOPKINS KINSTRUCTIONS	87170372 Reg: 5292679	September 19, 2017	IC 028-Board games; Card games; Compu	September 14, 2016 Reg: September 19, 2017		Registered. The registration date is used to determine when post-registrat
MANTRA ALA MOANA	87043065	August 29, 2017	IC 043-Providing temporary accommodat	May 19, 2016	9576-97009-3	A first request for extension of time to file a Statement of Use has been gr
SHOPKINS HAPPY PLACES	79193499	August 3, 2017	IC 016-Adhesive for paper for househo	May 29, 2016		Suspension check completed. Application remains suspended.
DISNEY MOANA	86453764	July 20, 2017	IC 024-Afghans; bath linen; bath tow	November 13, 2014		A first request for extension of time to file a Statement of Use has been gr

TRADEMARK DOCKET ALPHA

Collection: Anderson Inc

31 items

DISNEY MOANA (U.S. serial number: 86453658)
Status date: October 20, 2017

DISNEY MOANA (U.S. serial number: 86453776) (R)
Status date: October 17, 2017

Serial # 86453776
Registration # 5311712 (October 17, 2017)
Class IC 041-Presentation, distribution, an View more
Filing date November 13, 2014
Status Registered. The registration date is used to determine when post-registration maintenance documents are due.

I AM MOANA (U.S. serial number: 87417902)
Status date: October 3, 2017

SHOPKINS KINSTRUCTIONS (U.S. serial number: 87170372) (R)
Status date: September 19, 2017

MANTRA ALA MOANA (U.S. serial number: 87043065)
Status date: August 29, 2017

SHOPKINS HAPPY PLACES (U.S. serial number: 79193499)
Status date: August 3, 2017

DISNEY MOANA (U.S. serial number: 86453764)
Status date: July 20, 2017

DISNEY MOANA (U.S. serial number: 86453751)
Status date: July 20, 2017

DISNEY MOANA (U.S. serial number: 86453742)
Status date: July 18, 2017

DISNEY MOANA (U.S. serial number: 86453720) (R)
Status date: May 16, 2017

SHOPKINS ONCE YOU SHOP... YOU CAN'T ST
(U.S. serial number: 79196111) (R)
Status date: May 16, 2017

Significant improvements
in 2017

TM Docket widget

- 2700+ active docket widgets (i.e. in use, as of 10/20/17); ~50 new every week
- Application and registration docket widgets merged into one
- Developed additional options to add items to docket
 - Search and add by mark, attorney, owner (in addition to serial and registration numbers)
- Increased the item limit in collections by fifty-fold – from 20 to 1000
 - No limit to the number of collections in the docket
- Implemented status change notifications
 - On-screen
 - Via email - subscribe to updates to ALL items in the docket, or just to specific items

Spotlight: TM Official Gazette widget

The screenshot shows a web widget titled "TRADEMARK OFFICIAL GAZETTE WATCH" with an "ALPHA" label. It features a "Collection" dropdown menu set to "Mermaid" and a gear icon. To the right, there is a toggle switch for "Email notifications" which is currently turned "ON". Below this, it indicates "4 watches" and "Issue: Oct 17, 2017". A blue "Add watch" button is positioned above a list of watches. The list contains four entries: "tail" with 30 watches, "women" with 139 watches, "fish" with 113 watches, and "mermaid" with 4 watches. Each entry has a vertical ellipsis icon to its right.

Watch Name	Count
tail	30
women	139
fish	113
mermaid	4

Added email notifications capability

Looking ahead

October 31, 2017

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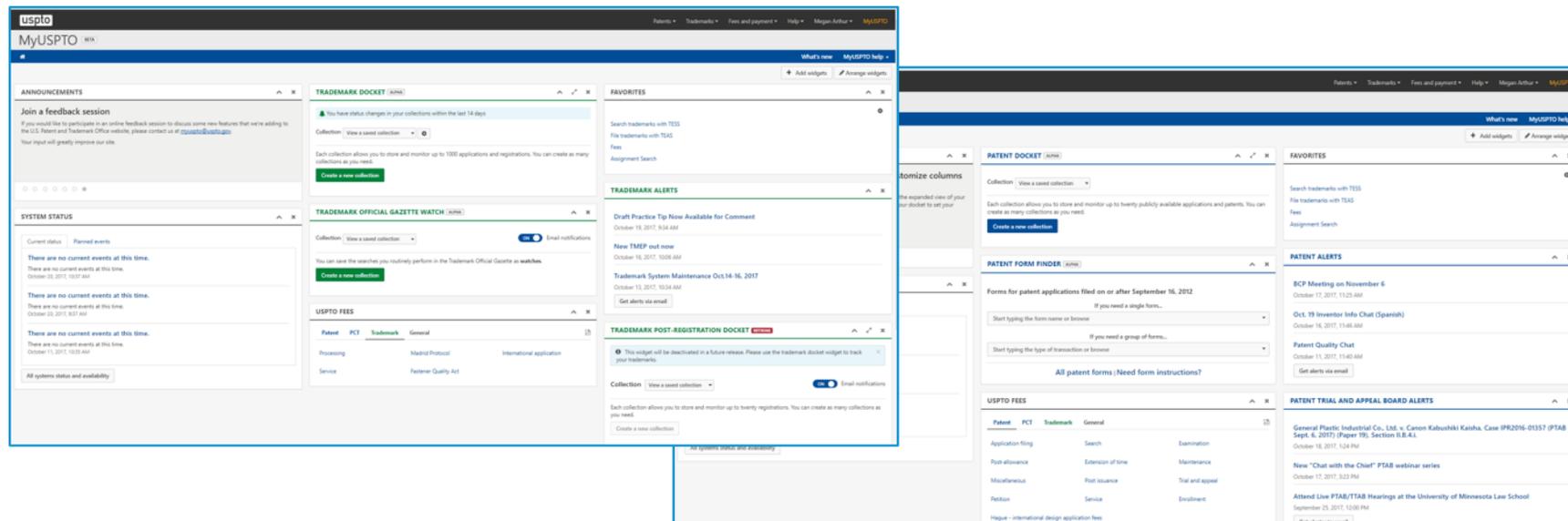


Current status, next steps

- The MyUSPTO work in the initial USPTO investment is complete as of 10/2017
- A proposal for a follow-on investment ("MyUSPTO 2") is in the USPTO investment review pipeline (scheduled review: 11/2017)
- In parallel, the MyUSPTO team is working on several concepts for this next phase
- Implementation of these concepts is subject to investment approval, appropriate internal prioritization, technical feasibility etc.

Concept: Additional Personalization

- Default widgets based on interest/role
- Additional personalized workspaces
Example: a workspace just for TM work, one for other USPTO work etc.



Concept: Docket widget enhancements

- Next steps – provide [links to forms](#) and [calculate due dates](#) to meet statutory deadlines
- Share docket with other MyUSPTO users

Concept: TM Form Finder widget

The screenshot shows a web interface titled "TRADEMARK FORM FINDER". At the top, there is a search bar containing the text "office", a magnifying glass icon, and an "Expand all" button. Below the search bar, a list of search results is displayed, each preceded by a right-pointing chevron (>). The results are as follows:

- > File an application
- > Respond to a letter from the USPTO
 - 1. Respond to an office action
 - 1. Response to Examining Atty Office Action
 - 2. Response to ITU Office action
 - 3. Response to Post-Registration Office Action
 - 4. Request for Reconsideration After Final Office Action
 - 2. Respond to a Notice of Deficiency<
 - 1. Response to Petition to Revive Deficiency Letter
 - 2. Response to Petition to Director Inquiry Letter
 - 3. Respond to a Notice of Irregularity (international applications)
 - 1. Response to a Notice of Irregularity
 - 4. Respond to a Suspension Inquiry or Letter of Suspension
 - 1. Response to Suspension Inquiry or Letter of Suspension
 - 5. Submit a late response to an office action or Notice of Allowance
 - 1. Petition to revive abandoned app—failure to respond timely to office action
 - 2. Petition to revive abandoned app—failure to file timely SOU
- > File forms for Section 1(b) intent-to-use applications
- > Make changes to your application
- > Make changes to your registration
- > Request to revive or reinstate your application
- > Make a special request by petition
- > File forms for international registration under the Madrid Protocol
- > File oppositions, cancellations, and notices of appeal

Users will be able to search for and locate forms by key words or action

Concept: TM Simple File widget

GOALS

- Streamline to save time
- Reduce filing errors
- Build foundational elements for the larger TMNG External effort

APPROACH

- Start small – Section 1(b) filing basis, word mark only, TEAS RF
- Add functionality progressively
- Stay aligned with TMNG External

SOME FEATURES

For Pro Se & inexperienced applicants:

- Plain language
- Context sensitive help & notes
- Integration with ID Manual

For frequent filers:

- Reuse data in part, or in full, from a previously filed application
- Simple and integrated workflow for reviews and e-signatures
- Click to add to docket after filing for easy monitoring

Concept: Mobile and Desktop Views

1 MOBILE VIEW

TRADEMARK SIMPLE FILE ALPHA

Mark entry Goods/Services Applicant Review/Sign Pay/Submit

Make sure your mark does not already exist in the USPTO database. You can search using the USPTO's [Trademark Electronic Search System \(TESS\)](#). [Learn more](#)

Mark entry

Enter your [mark](#)

Mark consists of standard characters, without claim to any particular font style, size, or color.

Back Continue

- 1 Mobile friendly design
- 2 Uncluttered, streamlined, plain language
- 3 Help for those who need it
- 4 Relevant notes

DESKTOP VIEW

What's new MyUSPTO help

TRADEMARK SIMPLE FILE ALPHA

Mark entry Goods/Services Applicant Review/Sign Pay/Submit

Mark entry

Enter your [mark](#)

Mark consists of standard characters, without claim to any particular font style, size, or color.

Back Continue

HELP

Make sure your mark does not already exist in the USPTO database. You can search using the USPTO's [Trademark Electronic Search System \(TESS\)](#).

LEARN MORE

Why do I need to search?
Fees to apply for a trademark are nonrefundable. Search to see if any mark has already been registered or applied for that is similar to your mark and used on related products or for related services. If your search yields a mark that you think might conflict with your mark and the status of the application or registration is still "live" your application will be blocked.

Concept: Trademark Simple File (beta)

1

TRADEMARK SIMPLE FILE ALPHA

Mark entry Goods/Services Applicant Review/Sign Pay/Submit

A video on proper goods/services selection is available on USPTO.gov. [Learn more](#)

Select goods/services from the USPTO ID Manual (\$275 per class)
Choose goods/services that best describes the industry or way in which the mark will be used. You can choose multiple goods/services.

Start typing the goods/services

Back Continue

2

TRADEMARK SIMPLE FILE ALPHA

Thank you for your payment.

We received your application and assigned it serial number #####.

[Open and save a PDF version](#) of your filing. This PDF will serve as your official confirmation copy.

We will also email a filing receipt and important next steps of the application process to [insert email address here]. For electronically submitted applications, we do not mail paper filing receipts.

Start new application Add to your collection Exit

What's next?
In approximately three months, your application will be assigned to a USPTO examining attorney for review. Visit our website for an explanation of [application process timelines](#).

To be sure that you don't miss an important email from the USPTO and to avoid the possible [abandonment](#) of your application, you should check your application status and review your documents in our database, [Trademark Status and Document Retrieval \(TSDR\)](#) every three to four months.

- 1 ID Manual Integration
- 2 Add to docket after filing
- 3 Pre-filled data from Profile

3

TRADEMARK SIMPLE FILE ALPHA

Mark entry Goods/Services Applicant Review/Sign Pay/Submit

All filing information except payment data is made public, including the applicant's name, address, phone, and email. Be aware that private companies not associated with the USPTO may use this public information for [solicitation purposes](#). [Learn more](#)

Entity/Owner of the mark

Individual Corporation
* Indicates required

First name *
John

Middle name

Last name *
Smith

Citizenship *
USA

Address line 1 *
123 main street

Address line 2

City *
Alexandria

State/Province *
VA

Country *
USA

Zip/Postal code *
17345



Feedback

Please send us your suggestions/ideas/comments
We value and read ALL of them

Use feedback link on [My.USPTO.gov](https://my.uspto.gov)

or

Email us directly: myuspto@uspto.gov

Thank you!



Questions & Comments

General Public

October 31, 2017

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